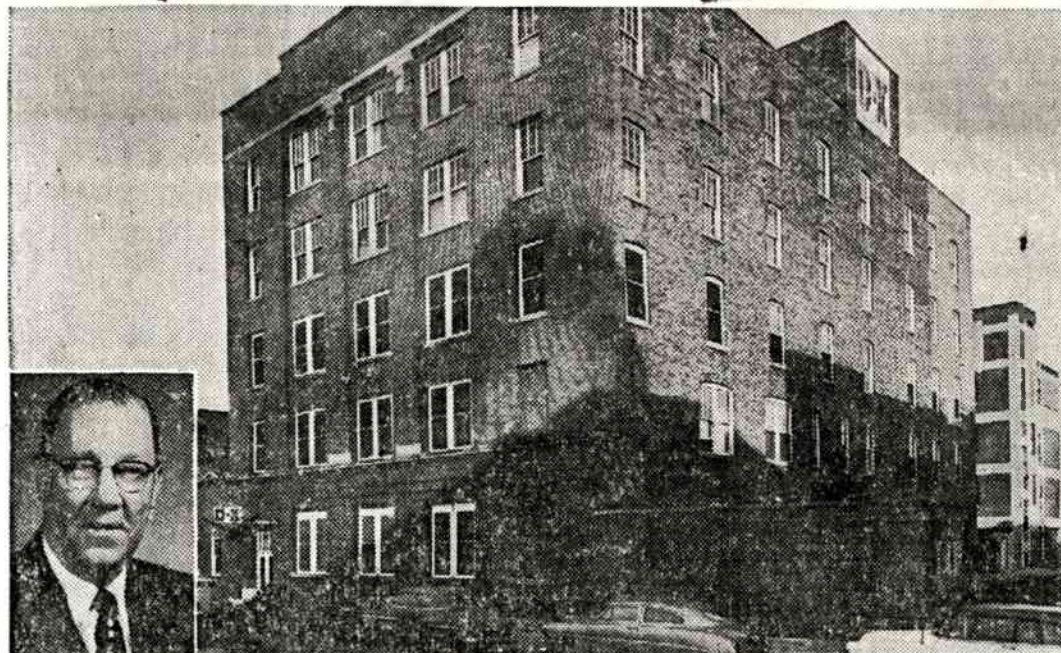


Terre Haute Industrial Series No. 29



EASTERN DIVISION HEADQUARTERS of the Mid-Continent Petroleum Corporation, at 225 North Ninth street. Inset is E. E. Marsau, division manager.

1,500 Stations and 100 Bulk Plants Served by Local D-X Headquarters

TERRE HAUTE is the home of the Eastern Division offices of Mid-Continent Petroleum Corporation, producers, refiners, transporters and marketers of D-X petroleum products. The division office, principally concerned with marketing, is located at 225 North Ninth street.

The corporation's general offices and refinery are at Tulsa, Okla. Other divisions are headquartered in Waterloo, Iowa; Madison, Wis., and Tulsa. Distributor division offices are lo-

cated in Chicago and other principal cities.

The Eastern Division has bulk station agencies, service stations and dealers in the states of Indiana, Missouri, Illinois, Kentucky and Tennessee, as well as distributors in the above states.

Due to the growth of the division it recently became necessary to establish Field District Offices in Anderson, Ind.; Mt. Vernon, Ill.; Owensboro, Ky., and Springfield, Ill.

In 1928 Mid-Continent bought

out the Lyn-Car Oil Company here and began marketing its products through three service stations and a bulk station in Terre Haute.

In 1931 Terre Haute was selected as home for the Eastern Division because of the fine facilities this city offered in the way of transportation and housing. Other factors affecting the move from St. Louis were the availability of office space and

Continued On Page 13, Column 4.

Community Affairs File

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TERRE HAUTE, INDIANA

the general friendliness of the city.

The late L. V. Surtees was division manager in 1931 and held that post until his death in 1946. The Terre Haute office was first located at 500 North Fourteenth, but continued expansion caused the company to relocate at the present site immediately after the war.

During World War II 47 employees of the division served in the armed forces, and the company itself did an outstanding job supplying fuels and lubricant for military and civilian needs. The D-X refinery at Tulsa produced more aviation lubricants for the Air Force than any other single refinery.

In 1947 a spectacular fire completely leveled the company's bulk plant on South Thirteenth street, here. The installation was rebuilt almost immediately and today D-X has a new modern bulk plant at the location, as well as the division's garage and paint shop for repair and maintenance of the large fleet of transport trucks and truck tanks.

Today there are 14 D-X service stations in Terre Haute and over 1,500 stations and dealers throughout the division. There are 100 bulk plants wholesaling D-X products in Indiana, Kentucky, Illinois, Tennessee and Missouri. The company has 50 representatives traveling the division.

Locally, D-X furnishes employment for over 200 people. The spirit of harmony prevails throughout the division office and employees frequently enjoy parties and picnics together with their families. Many D-X people are active in civic affairs.

\$3,000,000 Local Payroll.

Last year the division paid out in salaries, commissions and bonuses approximately \$3,000,000, and a healthy portion of this went to people in the Terre Haute area.

The division office is made up of many departments. These include a complete sales department, which handles contracts, leases and the many other phases of modern petroleum marketing. Other important departments include the credit, audit, stenographic, voucher, payroll, tabulating, maintenance and construction, sales promotion, order, motor transport, distributor, specialty merchandise, tax, land and lease, purchasing and automotive departments.

Officials of the division are E. E. Marsau, division manager; E. L. Kempf, assistant division manager; L. L. Cox, distributor sales manager, and W. C. Weeks, division auditor.

During 1954 the Mid-Continent Petroleum Corporation has reaffirmed its belief in the future prosperity and growth of Terre Haute by building three new service stations and remodeling one station in this city.

DX Eastern Division Celebrates 30th Year

Major Oil Company's Office Plans Special Program To Mark Progress Here

Receptions Scheduled, Prizes To Be Awarded as Part of Sunray Festivities This Week

This week one of Terre Haute's busiest and most progressive organizations will pause to celebrate its thirtieth year as a member of the community and to honor those who have had a part in creating the firm's gratifying story of attainment.

DX Sunray's Eastern Division, with headquarters at 225 North Ninth street, is the control center for the operations of the Sunray Mid-Continent Oil Company's sales, marketing and distribution in a five-state area which includes Indiana, Illinois and Kentucky and parts of Missouri and Tennessee.

Activities planned to mark this important milestone in the history of the Terre Haute based

division of the world-wide known company include a reception honoring employees to be held in the Mayflower Room of the Terre Haute House on Tuesday evening, Jan. 23.

On Thursday evening DX Sunray will salute industrial, civic and business leaders of the city at a second party in the Mayflower Room.

Representing the Tulsa general office at the Thursday festivities will be Clarence F. Niessen, merchandising manager for DX Sunray's entire marketing department.

Mr. Niessen will be remembered by many Terre Hauteans since he was a member of the DX Eastern Division executive

staff from 1941 until 1945, when he was promoted to the Tulsa home office.

To extend the celebration to its many DX Sunray customers, the organization will present a Zenith stereophonic console and two transistor pocket radios to the lucky winners of a drawing to be conducted by DX service stations in Terre Haute and the nearby territory for which the public is invited to register at the station of his choice.

These special festivities have been planned as an expression of the DX Sunray Division's appreciation for the exceptional cooperation and friendly goodwill which the organization has always enjoyed in Terre Haute, explained W. W. Neddo, manager of the DX Sunray's Eastern Division.

Recalls Courtesies.

"A number of our veteran employees still remember the warm welcome and special courtesies they received from Terre Haute citizens when our divisional offices were moved here from St. Louis 30 years ago," said Mr. Neddo.

At that time according to accounts in the Tribune-Star the whole city turned out to greet the young marketing company. Mayor Wood Posey, Chamber of Commerce President John T. Beasley and W. N. Cox, chairman of the Chamber's arrangement committee were the official welcoming party.

Officials of the DX Sunray company, including L. V. Surlless, division manager, C. B. Parrish, district manager, and R. W. McDowell, sales vice-president (now chairman of the board of the firm) were on hand to accept the key to the city at a special banquet which was held in honor of the occasion.

About 50 company employees moved to Terre Haute from St. Louis with the transfer of the offices and 60 Terre Haute citizens were added to the payroll. The first office headquarters for the marketing company was at 500 North Fourteenth street. In 1946 the company moved to its present location. Here in a modern, five-story building, a staff of more than 150 people handle the complex operations required to keep the division's marketing



W. W. NEDDO

W. W. Neddo Top Official At DX Eastern Division

Both DX Sunray and Terre Haute are fortunate in having a man with great foresight and a determination to keep a pace ahead of normal progress at the helm of the DX Sunray Eastern Division.

Working closely with the key people in his organization William W. "Bill" Neddo is well versed in the hour-by-hour progress of every phase of the business which is in his charge yet he still finds time to contribute to the civic and social activities of the community.

Mr. Neddo, who came to Terre Haute in 1955 as assistant division manager, and was promoted to the position of manager two and one-half years later was, even then, well known in the city having spent a year or more here in the division offices a few years earlier.

Joining DX Sunray in 1946, Mr. Neddo's career with the firm has provided him with an excellent background for his present duties. Starting with the company as a territory manager in Decatur, Ill., Mr. Neddo was transferred to Terre Haute in 1950 as division sales promotion manager. Two years later he became district sales manager at Mt. Vernon, Ill., and later was transferred to Anderson in the same capacity.

Being well acquainted with all parts of the DX Eastern Division's territory and experienced in the city positions in the district offices, Mr. Neddo gained further background for his present position when he was elevated to the job of assistant division manager in the Terre Haute office.

Neddo was graduated from Indiana University in 1938 and served with the United States Air Force during World War II where he received numerous decorations including the Distinguished Flying Cross.

The sales staff serving DX Sunray retail outlets are headquartered in the Terre Haute offices.

Such functions as marketing analysis, pricing, sales promotion, and credit operations are handled here, explained Mr. Neddo, who pointed out that all DX credit cards for the five-state area are issued from the local credit offices where all billing to card

holders in this region is made. Other departments include architectural design, construction, real estate, engineering, and materials and equipment whose energies are directed to the expansion of DX Sunray facilities. In addition to the sales force in charge of petroleum products the company maintains a special department here which is dedicated to the sale and distribution of batteries, tires and auto accessories merchandised by DX outlets.

The DX Sunray bulk plant located on South Thirteenth street, together with the firm's fleet garages and repair shops are under the supervision of the division offices as is the DX Dealer Management Center at 1500 South Third street, a model DX service station operated as a training school for DX dealers.

In reviewing the nearly one-third of a century of DX Sunray's operation in the Terre Haute headquarters Mr. Neddo looks back on a remarkable record of growth and expansion with 1961 sales records surpassing all past attainments.

In explaining the functions of the DX Sunray Eastern Division, it was revealed that the oil company operates two other division headquarters located in Tulsa, Okla., and in Waterloo, Iowa. Each is a unit unto itself and each is charged with the operation of its own territory.

Since most all decisions are made at the divisional level and district personnel is selected and trained by divisional management without need for clearance through the firm's general offices much time-consuming communication is eliminated. This decentralization of authority results in a decided speed-up of procedure which Mr. Neddo feels is in great part responsible for DX Sunray's continuing growth and progress.

Trained Staff.

Alert to modern business practices, all top staff members at DX Eastern Division are trained to handle the duties of a fellow executive so no job can be left without an experienced man within the organization able to take over the duties on short notice.

As an example, Mr. Neddo has two assistants, Bob Hall, in charge of operations, and A. M. Johnson, in charge of sales, who have recently exchanged jobs to give each broader training in the management field.

The bright red-white and blue DX sign is a familiar sight to motorists throughout the area who know the quality of DX products and the excellent service they receive at DX service

Former DX Head Named to Board Of DX Sunray

No stranger to Terre Haute, N. B. Ingram, onetime Eastern Division manager and now vice president of retail marketing, was recently elected to the board of directors of DX Sunray.

The appointment is another step in a long DX career that began when Mr. Ingram became a bulk agent in Marion, Ill., in 1926. Later he worked as a general salesman and in 1937, was named assistant manager of the DX Eastern Division. In 1946 he was appointed manager of the local division office.

Four years later, Mr. Ingram



N. B. INGRAM

moved to DX Sunray's general offices in Tulsa as assistant general sales manager for all company marketing activities. In 1955, he was named general manager of retail marketing. His appointment as vice president of retail marketing came in 1960.

Prior to becoming affiliated with DX Sunray, Mr. Breitweiser was vice president and director of a petroleum company with headquarters in Wichita, Kans. Twenty-two years of his professional life were spent in the employ of an internationally known oil company.



STANLEY D. BREITWEISER

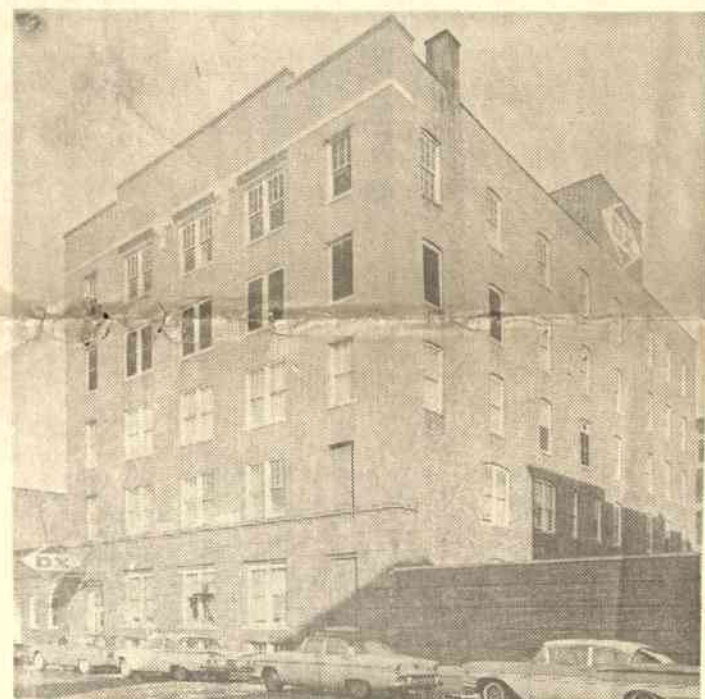
President of DX Known as Expert In Marketing

Well known to many Terre Hauteans because of his frequent visits to the DX Eastern Division, Stanley D. Breitweiser, president of DX Sunray since May 1960, is widely recognized as an expert in the petroleum marketing field.

Mr. Breitweiser became a member of the DX family in October 1959 when he joined the firm as vice president in charge of all marketing activities, both domestic and foreign. He was elected vice president of marketing in January 1959 and was elevated to executive vice president of all DX Sunray operations in May 1959.

Beginning as mail boy and bookkeeper in the refinery company's Kansas City office and rising to an executive capacity he became general sales manager of the organization.

Breitweiser is a director of Western Petroleum Refiners Association, the committee of public affairs of the American Petroleum Institute, chairman of the Oklahoma Petroleum Council and a director of the Asphalt Institute. He also maintains an active interest in various jobber and dealer organizations.



DX LOCAL HEADQUARTERS—The DX Eastern Division occupies this modern, air-conditioned building at 225 North Ninth street where more than 150 employees, working in the attractive office quarters, handle the complex duties required to insure the smooth-running operation of the five-state DX territory.

CELEBRATING
OUR . . .

30th ANNIVERSARY

in
TERRE HAUTE

EASTERN DIVISION OFFICES



DX SUNRAY OIL COMPANY

225 NORTH NINTH STREET

TERRE HAUTE, INDIANA

Local Office Under Direction Of 3 Key Men

Three executives with well-rounded backgrounds in management and a first-hand knowledge of the territory served by the DX Eastern Division are assigned to the supervision of the three chief departments in the Terre Haute headquarters. Each is an assistant to W. W. Neddo, manager of the division, and works closely with him in the performance of his duties.

C. H. WILLIS, Division Office Manager, began his career with DX Sunray when the division offices were opened in Terre Haute in 1931. His first assignment was that of accounting clerk in the report audit department. In 1933, he was transferred to the credit department as assistant credit manager handling both wholesale and retail accounts. During the war period Mr. Willis worked with the sales and audit departments, when credit business was brought to a standstill. In 1945 he was made assistant division auditor, the position which Mr. Willis held until he was promoted to Division Office Manager in 1960.

ROBERT C. HALL, Marketing Services Manager, started with DX Sunray as retail territory salesman in Owensboro, Ky., in 1947. In 1950 he was transferred to Vincennes and placed in charge of the Southern Indiana wholesale and retail territory. A promotion in 1954 made Mr. Hall district sales manager for the State of Kentucky. From this position Mr. Hall came to Terre Haute as Division Sales Development Manager. At the first of this year he was assigned to the position of Marketing Services Manager.

A. M. JOHNSON, Sales Development Manager, has been in this position since the first of the year when he and Mr. Hall exchanged positions, with Mr. Hall taking over the Marketing Services management which has been Mr. Johnson's job since 1959. This move was made by Manager Neddo in order to give both these assistants a broader concept of the entire DX Eastern Division operation. Mr. Johnson joined the DX Sunray organization in 1945 as a retail territory salesman stationed in DeQuoin, Ill. In 1949 he was transferred to Louisville, Ky., in the same capacity. Mr. Johnson became the city manager for Louisville in 1952 and in 1954 was promoted to district manager at Mt. Vernon, Ill., a position he held until his transfer to the marketing service management position.



TOP MANAGEMENT—These DX veterans occupy key positions in the DX Eastern Division offices. Shown from left to right are: Harold Willis, office manager, with DX since 1931; A. M. Johnson, sales development manager, with DX since 1945; and R. C. Hall, marketing service manager, who started with DX in 1945.

New Station Designs Presented By DX Sunray

Less than a year after the opening of the heralded DX Circle service station in Tulsa, DX Sunray Oil Co. has taken the wraps off of still another novel concept in station design.

They call it the "DX Express Lane" design, the first in a series of stations to be built at key locations throughout the company's 18-state Midwest marketing territory. Two stations in this design have been opened, one in Tulsa and one in Waterloo, Ia.

A marked departure from both the conventional station design and the circular approach, the Express Lane features two buildings. The front island building offers quick automobile servicing and luxurious customer services including an air-conditioned lounge, television and vending lounge. The second building is to the rear of the property and contains two service bays for lubrication, washing and tune-up, plus a manager's office.

S. D. Breitweiser, DX Sunray president, said the new Express Lane station will become one of the company's two permanent station designs for future building programs. "The Circle station design and this Express Lane design will offer us unique styling and unusual flexibility in our future station building program. Each offers distinct advantages in selecting locations and lot sizes and each follows the main objective of offering the customer more service and convenience and, at the same time, removing all service bay activities to the rear of the traffic ways."

The Express Lane station is the result of a two-year market research and design study. The study was made by Lippincott and Margulies, Inc., a New York City industrial design and marketing consulting firm. Breitweiser said, "Our first objective was to find out what the customer wants when he pulls up to a service station. The second objective was to design a sta-

tion that would satisfy those wants."

Results of the study pointed out that today's customer is not as price or quality conscious as most company's would like to believe and that convenience, efficiency, attractiveness and friendliness were the key ingredients that customers listed in a "good" station.

"Our problem was to design a station that physically would offer these rather subjective factors," Breitweiser said. Summing up his description of the new station, he said, "I guess it boils down to this: service stations have been an architectural hodge-podge for far too many years. The Express Lane is our attempt to break with this slipshod construction design practice and to give the customer what he really wants."

The most distinctive design characteristic of the station is a huge canopy which hovers over the island building. The canopy is internally lighted plastic which at night becomes a band of white light encircling the office and lounge.

In the glass enclosed, air-conditioned vending room, a variety of vending machines are available for customers. Included is a dollar-bill changing machine. The office-lounge is on the opposite end of the building from the vending room and includes the manager's desk and hostess' work area and a customer lounge with television.

WELL FED
WASHINGTON—UPI—The national school lunch program helps to feed one of every three school children, reports the U. S. Department of Agriculture. The program operates in all 50 states, plus Puerto Rico, the Virgin Islands and Guam.

DX Scientists Introduce Many Advancements

Today's petroleum products are as far ahead of yesterday's as today's cars are improved over the Model T.

DX Sunray keeps ahead of the parade by manufacturing DX products to meet tomorrow's needs today.

For example, DX scientists studied Boron, the miracle fuel used to power rockets and missiles, and proved its worth for automobiles in DX Boron gasoline. This is a modern gasoline that delivers smoother power, better mileage, highest octane. DX Boron and DX regular both contain an upper-cylinder lubricant to prolong valve life. Boron is non-icing to prevent winter stalling.

DX Boron motor oils, introduced for the first time last year, have earned the title, "America's Finest Motor Oils." They possess amazing cleansing action and are built to fight dirt, oxidation, rust, extreme pressures, corrosion, potential destroyers of car engines.

By using both DX Boron gasoline and DX Boron motor oils in his cars, the motorist gets increased octane performance, reduced engine deposits, reduced wear on engine parts, improved combustion, reduced icing and stalling and up to 16 more miles of driving per tankful of gasoline.

DX SUNRAY OWNS SERVICE STATIONS IN 15 STATES

DX Sunray's far-flung marketing operations encompass 18 states throughout the Midwest and Mid-South. The company's products are sold through more than 6,500 service stations and bulk plants.

The marketing department, with some 1,250 employees, conducts direct retailing operations in 15 states and has distributor-owned service stations in all these states plus three others.

Company-owned stations are operated in Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Minnesota, Missouri, Mississippi, Nebraska, Oklahoma, South Dakota, Georgia, Tennessee and Wisconsin.

Distributors handle DX motor oils also in Utah, Colorado, Texas, New Mexico, Arizona and Nevada. Division offices are located in Waterloo, Iowa; Tulsa, Okla., and Terre Haute.



30 YEARS WITH DX—All these Eastern Division employees can boast 30 or more years of service with DX Sunray. They are (seated from left) Homer King, Tom Moore and C. A. Schukai. Standing (from left) are Clarence Gravel, E. E. Hinshaw, Frank Clift, J. A. Felps and O. M. Goodman.

SUNRAY IN TOP 100 INDUSTRIAL FIRMS

Sunray Mid-Continent Oil Co. was founded in 1920 at Oklahoma City by a Mr. Son and a Mr. Ray. They called it Sunray.

Less than a year later C. H. Wright was elected a director of the company. It was then that this Tennessee-born merchant began what was to become a career devoted to the continued growth and success of Sunray.

That was just the beginning. Through the years the organization grew as various companies joined the Sunray family. Such names as Hamakla, Superior, Darby and Transwestern disappeared and their people became "Sunray folks."

In 1950 Barnsdall Oil Co., one of the oldest names in the petroleum industry, joined the Sunray organization. Then in 1955 another well-known name, Mid-Continent Petroleum Corp., became part of the Sunray Family of Companies. And suddenly Sunray Mid-Continent Oil Co. was big.

In July, 1959, Sunray acquired Sunside Refining Co., Corpus Christi, Tex., a wholly owned subsidiary of Sunray.

During its growth the company maintained its fundamental atti-

LOCKOUT

HOLLYWOOD—UPI—It took John Resko 19 years to get out of prison. Now he can't get in.

Resko, who narrowly escaped the electric chair and became a nationally known artist, is working on Allied Artists' "Reprieve."

But Resko who has been hired as a consultant can't get on location—Folsom Prison—because California has a regulation against permitting paroled convicts on prison grounds.

DX CREDIT CARDS A HANDY SERVICE

DX Credit Cards not only save time for customers but also entitles them to many extra privileges, such as no down payment, no interest, no carrying charge, and up to six months to pay on

tires, batteries and accessories. The card also enables the motorist to make trips without taking along additional cash for automobile services. Application blanks for DX Credit Cards are available at all DX service stations throughout the Midwest.

OUR COMPLIMENTS and BEST WISHES

to
THE EASTERN DIVISION OFFICES



DX SUNRAY OIL CO.

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On Their 30th Anniversary
In Terre Haute

BEST WISHES

TO THE EASTERN DIVISION

of



DX SUNRAY OIL CO.

on your

30th

ANNIVERSARY

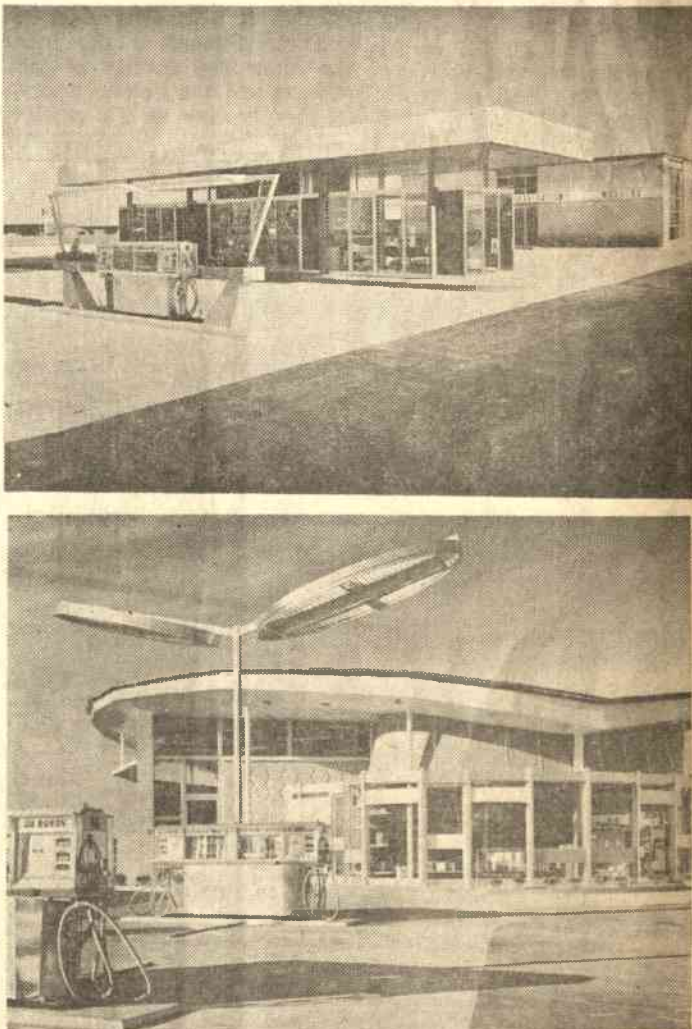
The personnel of Geo. W. Gille & Sons wish to convey their congratulations to you on this anniversary and it is our wish you will continue to enjoy many more.

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NEW DX LOOK—Shown are two new concepts in service station design recently introduced by DX Sunray. The top version is known as the Express Lane, the other as the DX Circle. Adaptations of both are being planned for future construction.

**CONGRATULATIONS
AND
BEST WISHES
ON YOUR**

**30th
ANNIVERSARY**

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The Personnel of FIRST NATIONAL Proudly CONGRATULATE

The Eastern Divisional Offices of



DX SUNRAY OIL CO.

in celebration of

30 Years of Progress

The continuing development of our industries, business and the many new residential areas in The Greater Terre Haute Area has presented a growing need for modern and complete banking services. The Terre Haute FIRST National Bank is pleased to have played a part in this development, and will continue to provide the sound banking services necessary to maintain this community's healthy growth and progress.

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